

## Message Text

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ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 FTC-01  
TRSE-00 /031 W  
-----032330 121531Z /53

R 121321Z JUNE 78  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 2345  
USDOC WASHDC  
INFO AMCONSUL DHAHRAN  
USLO RIYADH  
AMEMBASSY SANA

UNCLAS JIDDA 4375

FROM MISSION DIRECTOR

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJ: U.S. WATER RESOURCES TRADE MISSION: JIDDA SUMMARY AND SAUDI  
ARABIA WRAP-UP REPORT

1. SUMMARY: THE U.S. WATER RESOURCES TRADE MISSION CONCLUDED  
A HIGHLY SUCCESSFUL, IF SOMEWHAT HECTIC, VISIT TO SAUDI  
ARABIA. THE SURFEIT OF APPOINTMENTS TOTALING OVER 300 FOR  
THE NINE PERSON MISSION RESULTED IN AN IMPRESSIVE ARRAY OF  
ANTICIPATED SALES, REPRESENTATION, AND JOINT VENTURE AGREE-  
MENTS. HIGH LEVEL SAUDI INTEREST IN EXPANDED COMMERCIAL  
TIES WITH AMERICAN INDUSTRY SURFACED AT ALL MEETINGS WITH  
SENIOR SAG OFFICIALS, AS EVIDENCE BY THE INVITATION  
EXTENDED TO SECRETARY KREPS FOR AN OFFICIAL VISIT, AND  
RECEPTIVITY TOWARDS A REVERSE SAUDI TRADE MISSION TO THE  
U.S. END SUMMAR.

2. JIDDA SUMMARY: THE MISSION ARRIVED IN JIDDA ON  
SCHEDULE ON JUNE 8 AND WAS MET BY ECONOMIC/COMMEMERICAL  
COUNSELOR EBLAN, CONTROL OFFICER JENSEN COMOFF ROBERTSON AND  
OTHER  
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MEMBERS OF THE COMMERCIAL OFFICE STAFF. AN EVENING  
BRIEFING AT THE ECONOMIC / COMMERCIAL COUNSELOR'S HOME  
FOLLOWED.

3. FRIDAY WAS SPENT BY THE MISSION'S VISIT TO TAIF

FOR A TOUR OF HISTORIC AGRICULTURE AND DAM SITES. FOLLOWING A SUQ TOUR AND PICNIC LUNCH, THE TRIP BACK TO JIDDA WAS HIGHLIGHTED BY A WASHBOARD RIDE THROUGH THE DESERT TREK OF THE WADI FATIMA, AND AN OBLIGING SANDSTORM.

4. GROUP APPOINTMENTS FOR THE MISSION WERE HELD WITH THE DIRECTOR OF THE MINISTRY OF AGRICULTURE AND WATER'S WESTERN REGION, ASSAD JAMJOOM, ISSAM JAMJOOM, DEPUTY GOVERNOR OF THE SALINE WATER CONVERSION CORP. THE ROYAL COMMISSION FOR JUBAIL AND YENBO, THE JIDDA, MECCA, AND TAIF WATER AND SEWERAGE DEPARTMENT ABDUL HAMID DERHALLY, DIRECTOR, WESTERN REGION, MINISTRY OF PLANNING, AND THE ISLAMIC DEVELOPMENT BANK. THE MISSION DIRECTOR ALSO CALLED ON THE JIDDA CHAMBER OF COMMERCE.

5. AMBASSADOR WEST'S RECEPTION FOR THE MISSION DREW 100 PROMINENT GOVERNMENT OFFICIALS AND LOCAL BUSINESSMEN. A NUMBER OF MISSION MEMBERS COMMENTED ON THE HIGH LEVEL OF THE ATTENDEES, AND FELT THE RECEPTION PROVIDED AN OUTSTANDING INTRODUCTION TO THE JIDDA COMMUNITY.

6. DURING JUNE 10 AND 11, THE MISSION MEMBERS HAD A TOTAL OF 68 GROUP AND SINGLE APPOINTMENTS, NOT COUNTING RECEPTION CONTACTS, AS IN THE OTHER SAUDI ARABIAN STOPS, MAJOR SALES, AGENCY, AND JOINT VENTURE PROSPECTS WERE IN ABUNDANCE.

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7. SAUDI ARABIA WRAP-UP THE WATER RESOURCES TRADE MISSION ACHIEVED OUTSTANDING BUSINESS RESULTS FROM THE DHAHRAN, RIYADH AND JIDDA STOPS IN THE KINGDOM. A TOTAL OF 48 SPECIFIC EXPORT SALES LEADS WERE OBTAINED FROM THE THREE STOPS. SALES REPRESENTATION LEADS THE MAJOR OBJECTIVE OF MANY MISSION MEMBERS--TOTALLED AN IMPRESSIVE 79. THE MISSION MEMBERS EXPECT TO SIGN 10 SUCH AGREEMENT WITHIN THE NEXT YEAR. AS A RESULT OF THIS MISSION THE NINE PARTICIPATING COMPANIES (MOST OF WHICH WERE NEW TO MARKET) EXPECT TO CONCLUDE \$24.6 MILLION IN ADDITIONAL EXPORT SALES DURING THE NEXT 12 MONTHS. WITH SALES DURING THE EVENT TOTALING \$65,000. TWO MEMBERS EXPECT TO CONCLUDE JOINT VENTURE AGREEMENTS WITH SAUDI FIRMS DURING THE NEXT YEAR, AND A TOTAL OF 20 JOINT VENTURE LEADS WERE OBTAINED BY THE MISSION. MISSION MEMBERS WERE UNANIMOUS IN PRAISING THE OUTSTANDING POST SUPPORT PROVIDED THE MISSION BY DHAHRAN, RIYADH AND JIDDA.  
WEST

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NNN

\*\*\* Current Handling Restrictions \*\*\* n/a

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